



AGENDA TITLE: Lodi General Plan Update

MEETING DATE: December 12, 2007 (Special Joint Meetingw/Planning Commission)

PREPARED B Y Rad Bartlam, General Plan Project Manager

BACKGROUND INFORMATION: The scheduled General Plan Update meeting for December 12,

2007, will provide the City Council and Planning Commission with information concerning the community workshop and survey completed earlier this year. Additionally, members will receive

presentations by the consultant team on the four working papers that were distributed several weeks ago. The working papers have also been made available on the General Plan Update page of the City's website. Finally, it is anticipated that there will be ample time allotted to answer any questions or respond to comments regarding this subject matter. As mentioned previously, the working papers and community workshop provide a foundation for the consultants work moving forward. Much of the content is factual data concerning each topic area and is not meant to answer any particular question.

The final portion of the evening's activities will focus attention on the next phase of the update having to do with alternative development. The intent is to lead a discussion regarding several topic areas such as:

Where to grow
How much to grow (land use mix and balance)
Character of development
Transportation
Public facilities
Sustainability

This list is not meant to be exclusive, but we will certainly want to cover these subject areas.

FISCAL IMPACT: N/A

FUNDING AVAILABLE: N/A

Rad Bartlam

General Plan Project Manager

RB/jmp

APPROVED:

Blair King City Manager



GENERAL PLAN UPDATE

City Council Planning Commission Meeting

Meeting Agenda

- Introduction
- Review of Opportunities and Challenges Working Papers
- Review of Community Outreach Results
- Discussion and Direction Regarding Alternatives

Alternatives

- Future growth possibilities: new growth areas and infill
- Different land use mixes, population, jobs
- Transportation options
- Evaluated:
 - Transportation
 - Environmental
 - Fiscal

General Plan Requirements

Comprehensive

- Applies to entire city
- Addresses full range of issues affecting Lodi's physical development

Long-range

- Long term perspective
- Internally Consistent
 - Policies, diagrams, and analysis fully integrated, with no conflicts
- Vertically Consistent Implementation

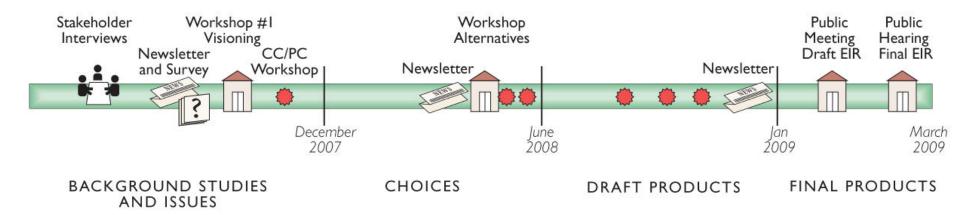
Required General Plan Elements

- 1. Land Use
- 2. Circulation
- 3. Conservation
- 4. Open Space
- 5. Noise
- 6. Safety
- 7. Housing [not part of this update]

Optional Elements to Address Unique Lodi Needs

- Growth Management
- Community Design & Livability

Timeline



FOUR BACKGROUND PAPERS

- Land Use, Transportation, Infrastructure, Environmental Resources
- Urban Design and Livability
- Economics and Demographics
- Greenbelt

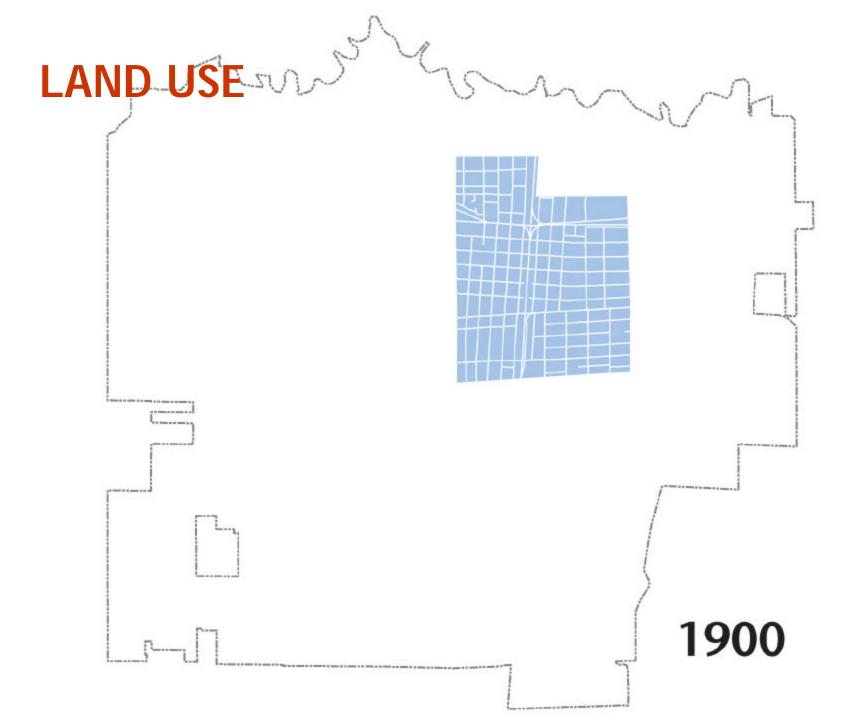


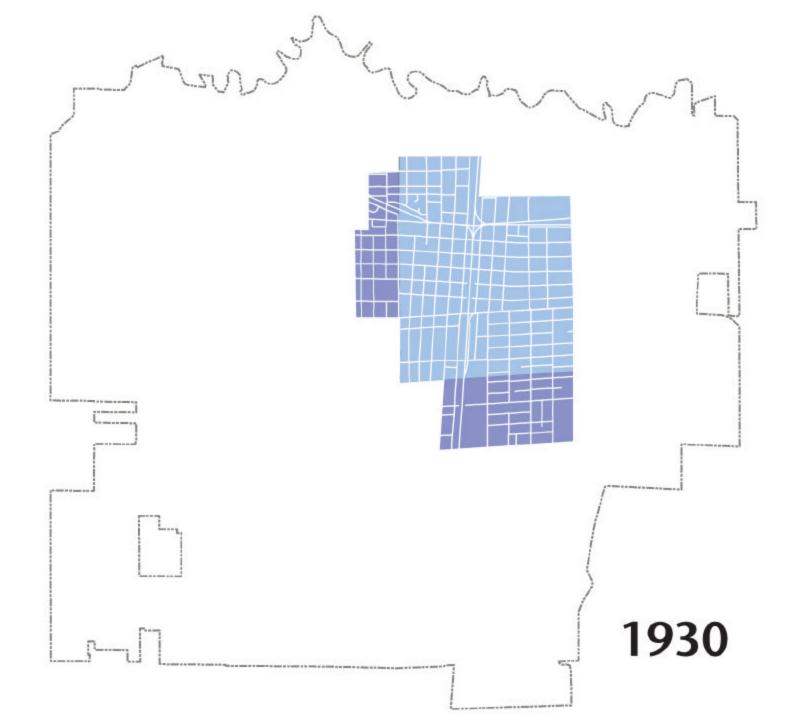


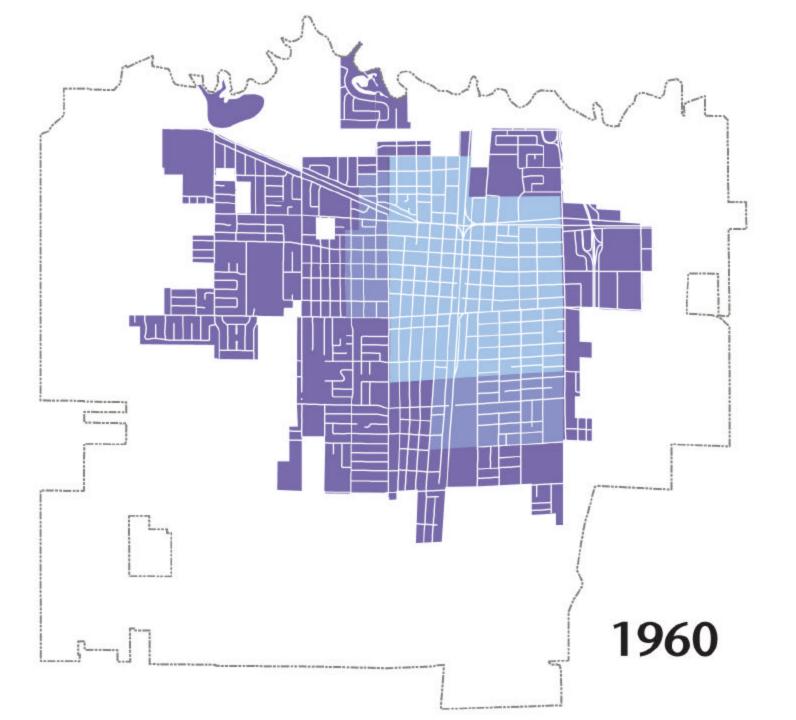
Working Paper #1

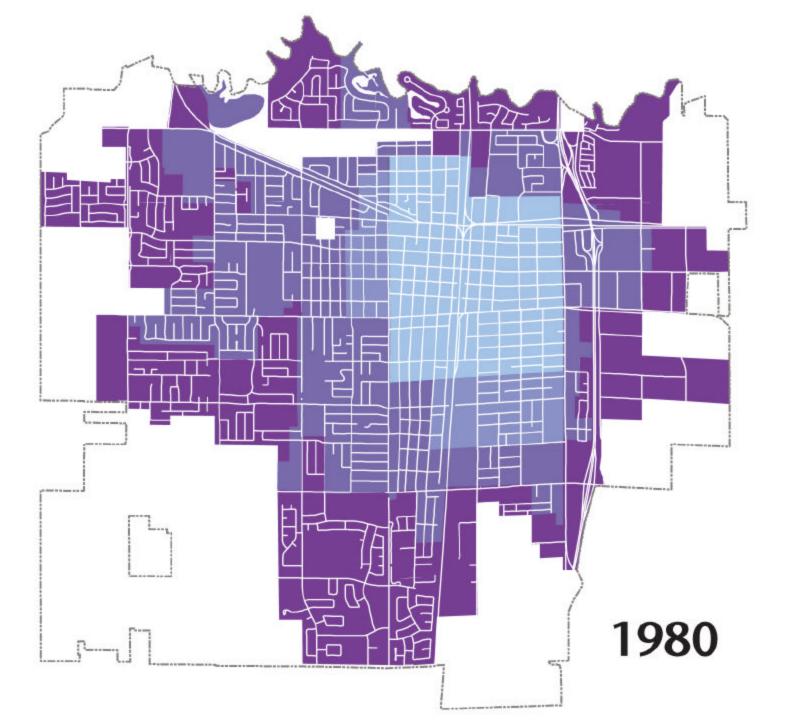
Land Use, Transportation, Environment, and Infrastructure

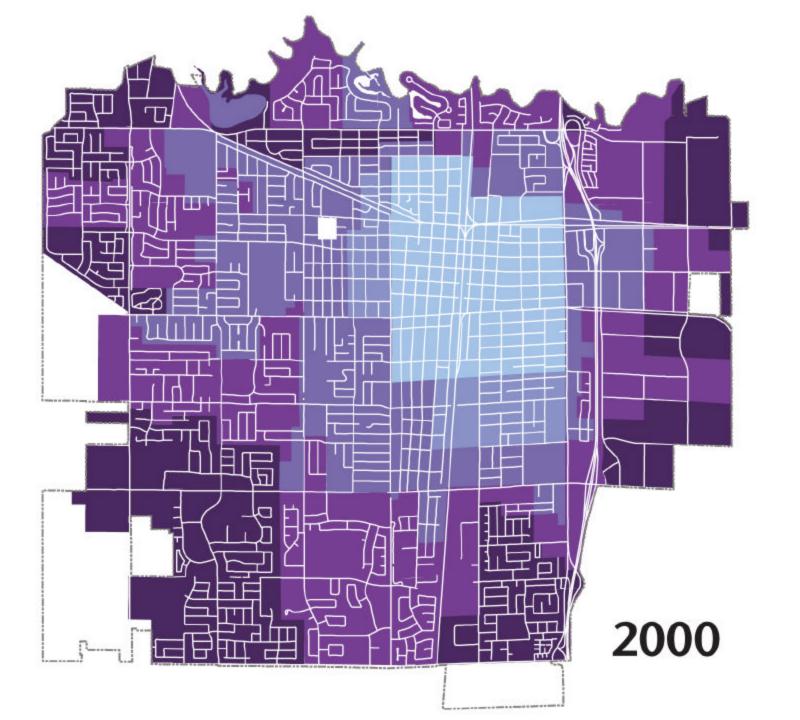
July 2007

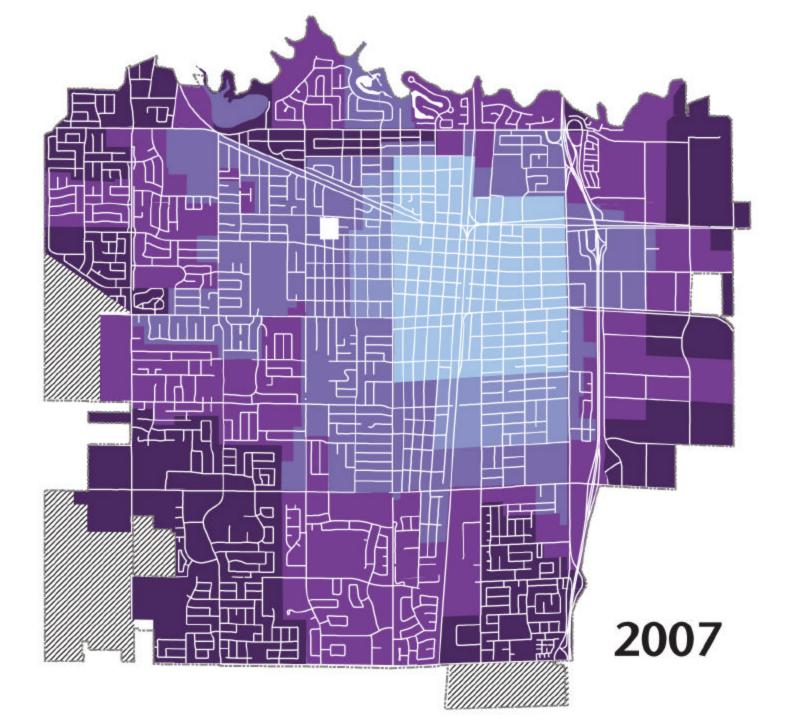


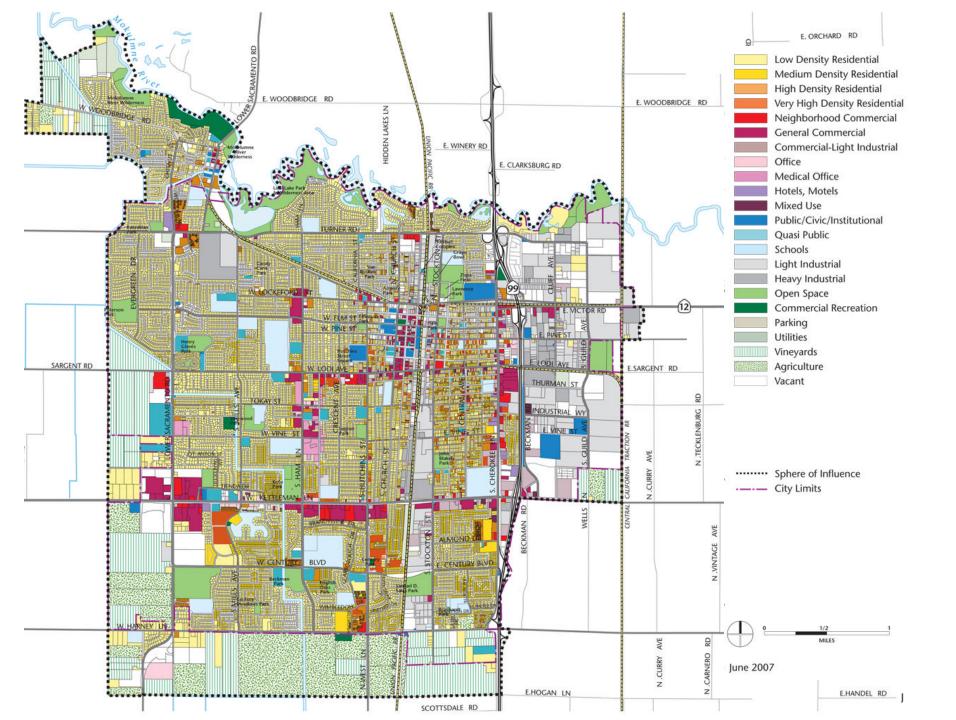












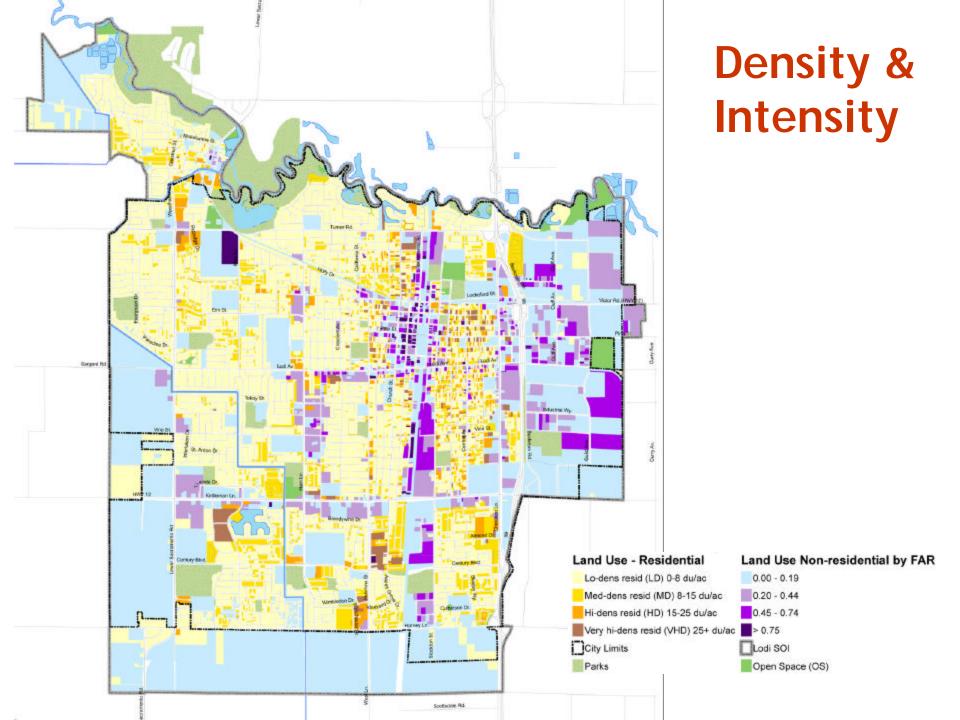
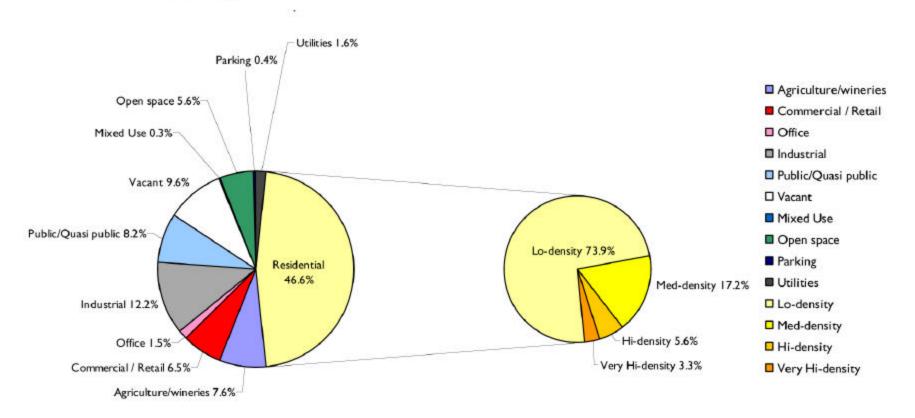
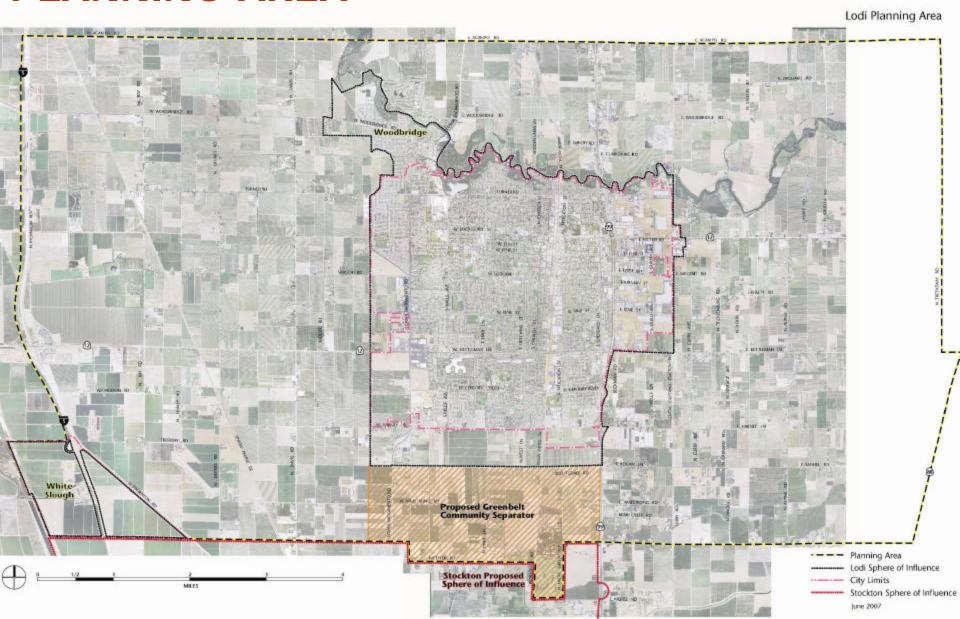


Chart 2-1: Existing Land Uses within Lodi City Limits, excluding White Slough



PLANNING AREA



Vacant and Underutilized Land

Vacant land

- 415.5 acres within city limits
- 6.7% of land in City of Lodi (9.6% excluding streets)

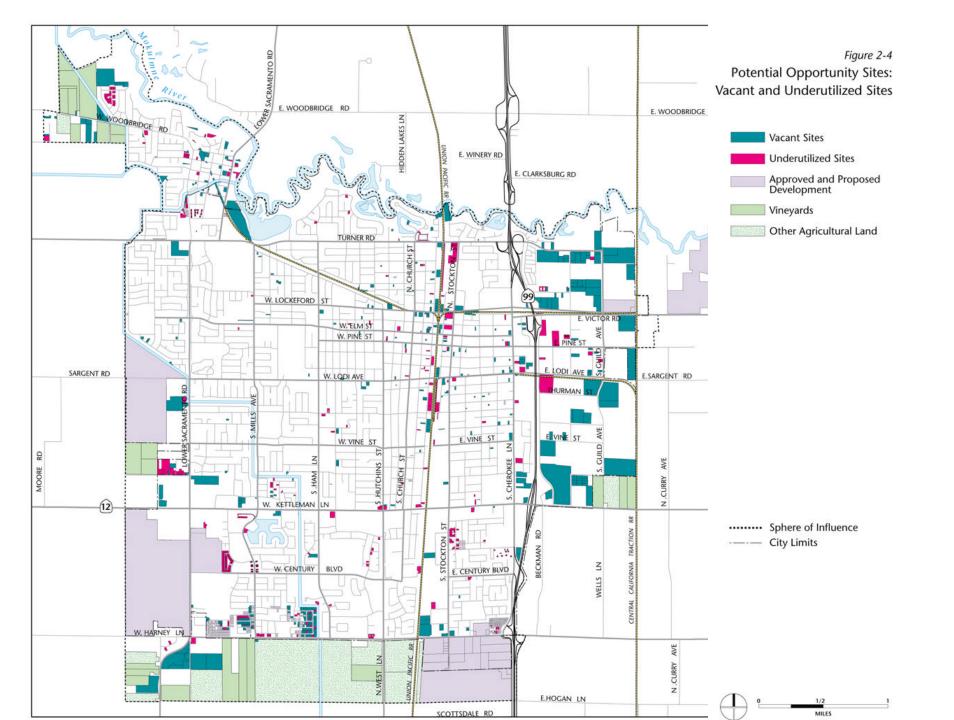
Underutilized land

- Parcels with a ratio of assessed building value and land value equal or less than 1.0
- 73 acres within city limits
- 1.2% of land in Lodi

Approved and Proposed Development (within Sphere of Influence)

	Proposed	Approved	Total
Office (sf)	200,000	-	200,000
Retail (sf)	350,000	340,000	690,000
Housing (units)	2,800	990	3,790

- Projects would develop 790 acres of land
- SOI would still contain 2,080 acres of ag./ vacant land



Planning Issues

- Where should City grow (fill in SOI? north, east or west?)
- What form (density and use mix) should new growth take?
- How should infill sites be developed? What is the vision for key corridors?





Planning Issues

- Downtown
- Eastside revitalization
- Future of industrial uses
- City's relationship to the river





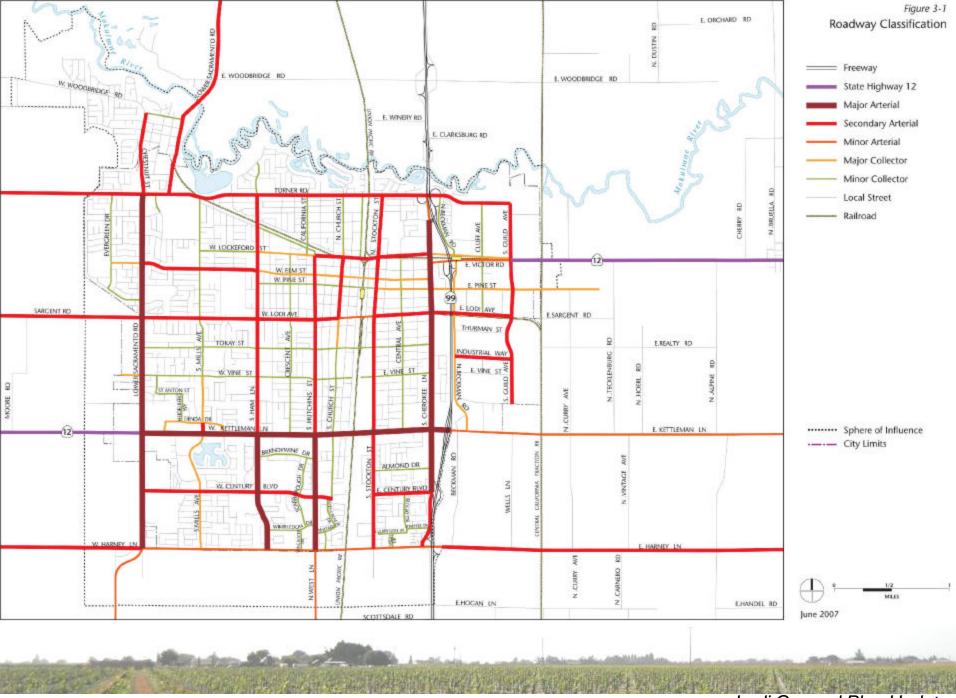
TRANSPORTATION

Transportation

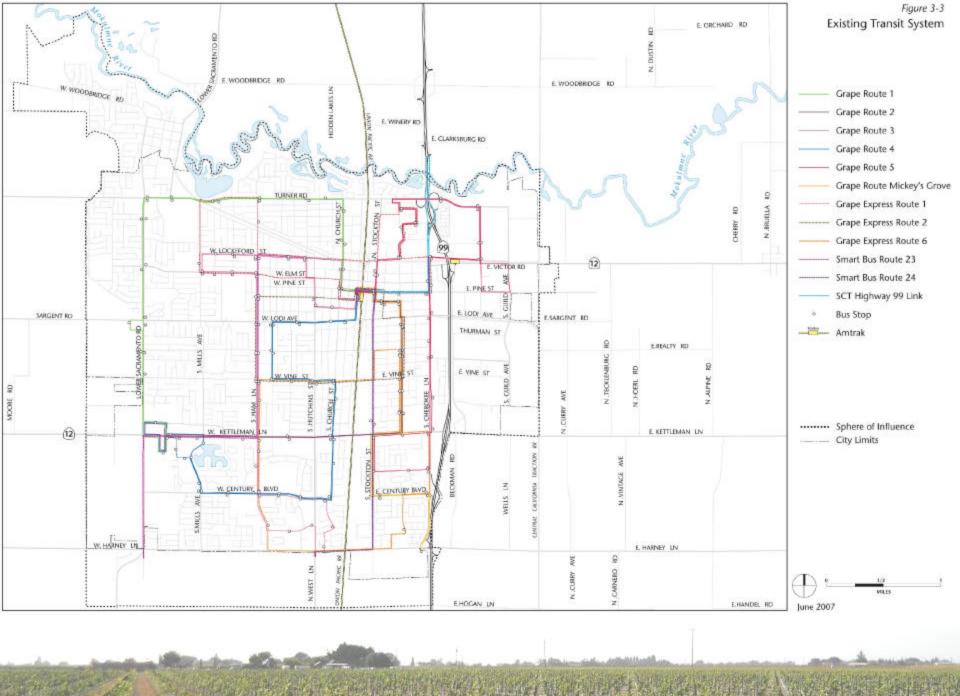
- Existing Transportation System
- Community Travel Patterns
- Future Opportunities and Challenges

Existing Transportation System

- Lodi has good regional accessibility
- Traditional grid street system:
 - Supports integrated neighborhoods
 - Disperses traffic; congestion limited to Kettleman Lane and SR 99
 - Few natural or man-made barriers
- Good local and regional transit options



Lodi General Plan Update



Community Travel Patterns

Work location

- About half of Lodi residents work in town
- Many others commute to Stockton

Commute modes

- Over 90% use automobile
- About 5% use transit, walk or bike to work

Travel time to work

- Average 22 minutes
- Shorter commutes than rest of San Joaquin County

Future Opportunities and Challenges

- Great opportunities for non-motorized travel
 - Flat terrain
 - Grid street system
 - Neighborhood schools and parks
 - Walkable downtown core

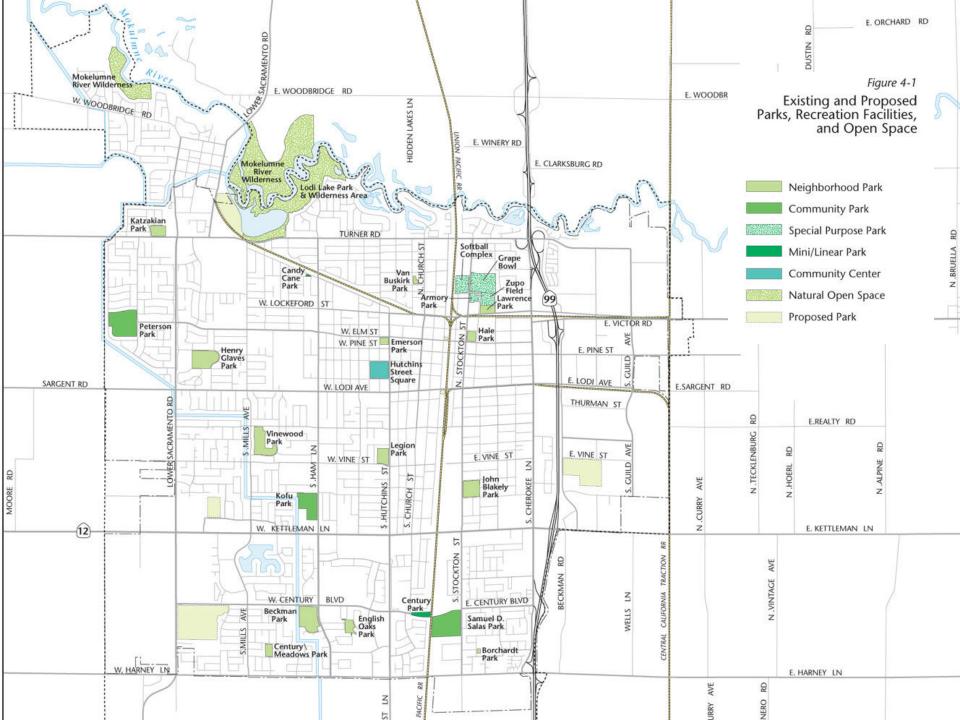
Future Opportunities and Challenges

Effects of Growth on Roads and Transit

- Integration of transportation and land use decisions
- Routine accommodation for all modes of travel
- Applying transportation standards that support community vision

PARKS AND OPEN SPACE





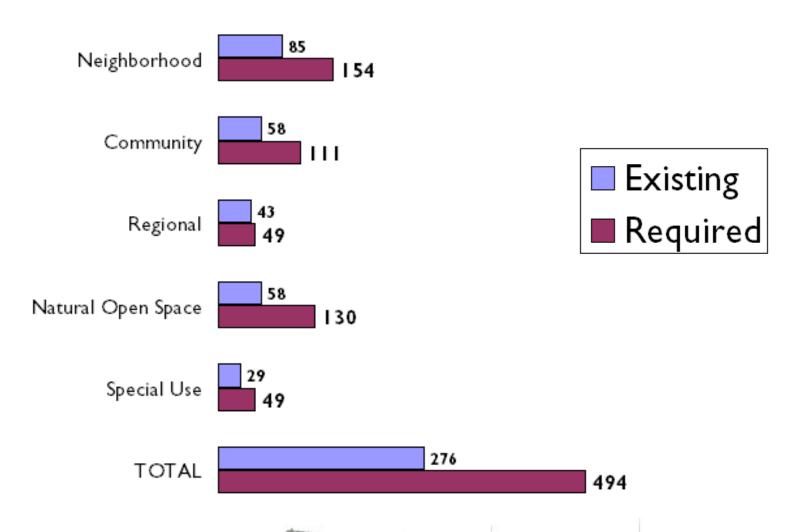
Developed Parks

Туре	Non- Basin	Basin	TOTAL
Mini-Parks	3	-	3
Neighborhood	44	41	85
Community	1	57	58
Regional	43	-	43
Natural Open Space	58	-	58
Special Use	14	15	29
TOTAL	163	113	276

Park Standards vs. Supply

	STANDARD		EXISTING	
	Overall (per 1K)	Non-Basin (per 1K)	Overall (per 1K)	Non-Basin (per 1K)
Mini-Parks	-	-	-	_
Neighborhood	2.5	0.6	1.3	0.7
Community	1.8	0.5	0.9	_
Regional	0.8	0.8	0.7	0.7
Natural Open Space	2.1	2.1	0.9	0.9
Special Use	0.8	0.8	0.5	0.2
TOTAL	8.0	4.8	4.4	2.6

Overall Parks Need (acres)



Issues

- Standards
- Smaller or larger parks?
- Dual-functioning parks/detention basins?
- Larger park along the Mokelumne River along the north bank
- Recreational paths along the Woodbridge Irrigation District Canal





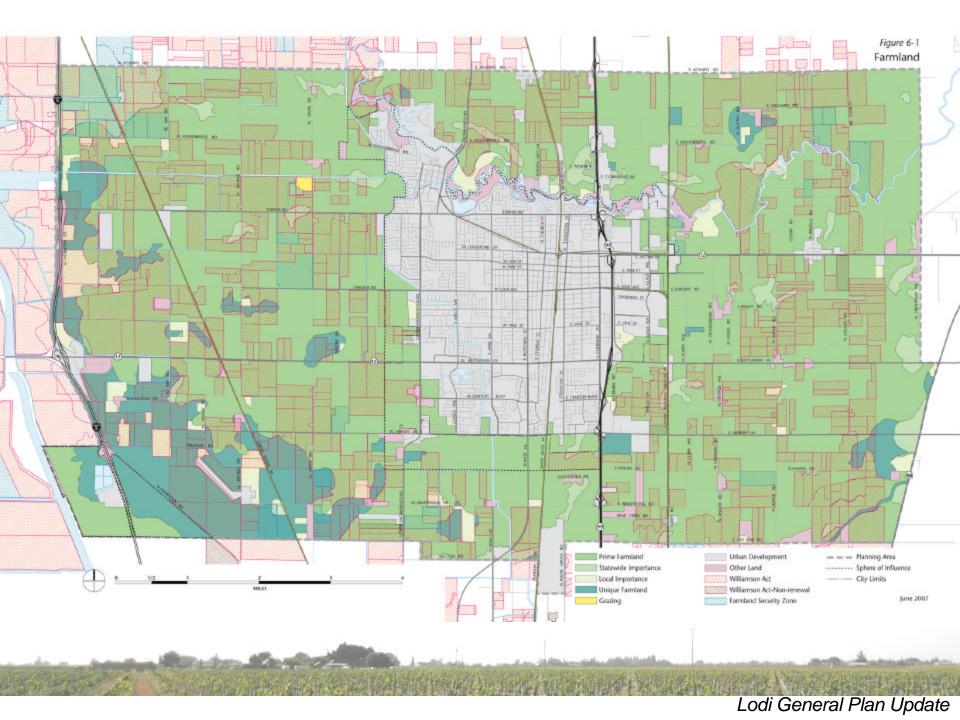


Issues

- Redevelopment of Grapebowl
- Programming parks to meet needs of a diverse community
- Park maintenance



ENVIRONMENTAL RESOURCES



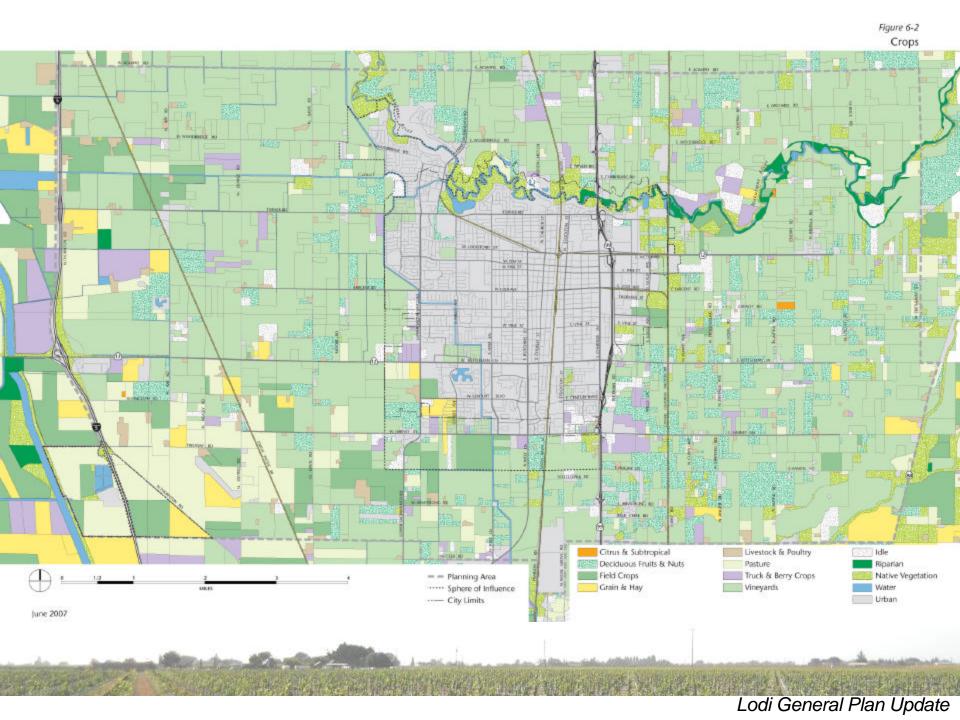


Figure 7-1 Habitats and Land Uses W.LOCSFORD (I) Drivered 05 WAR CHIEF Agriculture -- Planning Area Annual Grassland Valley Foothill Riparian ----- Sphere of Influence Freshwater Emergent Wetland --- City Limits Water

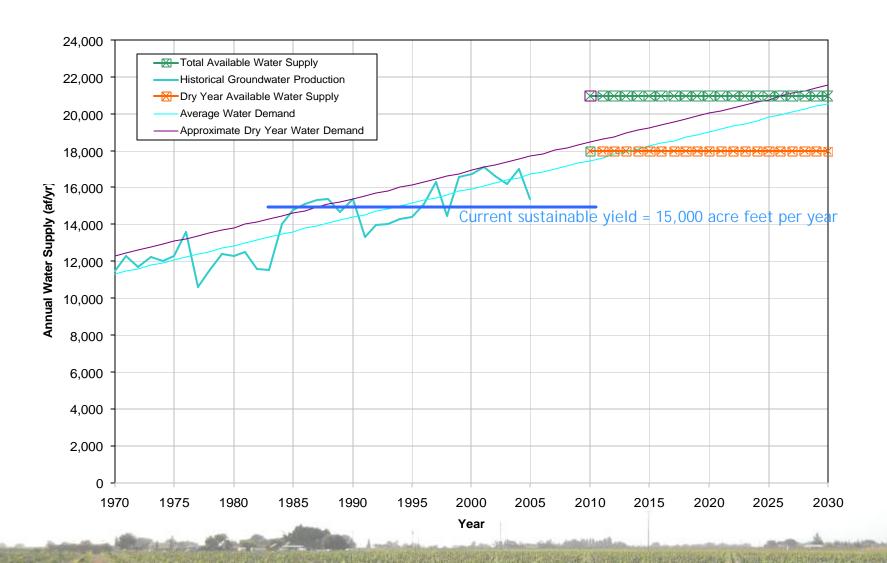
Lacustrine

INFRASTRUCTURE

Infrastructure

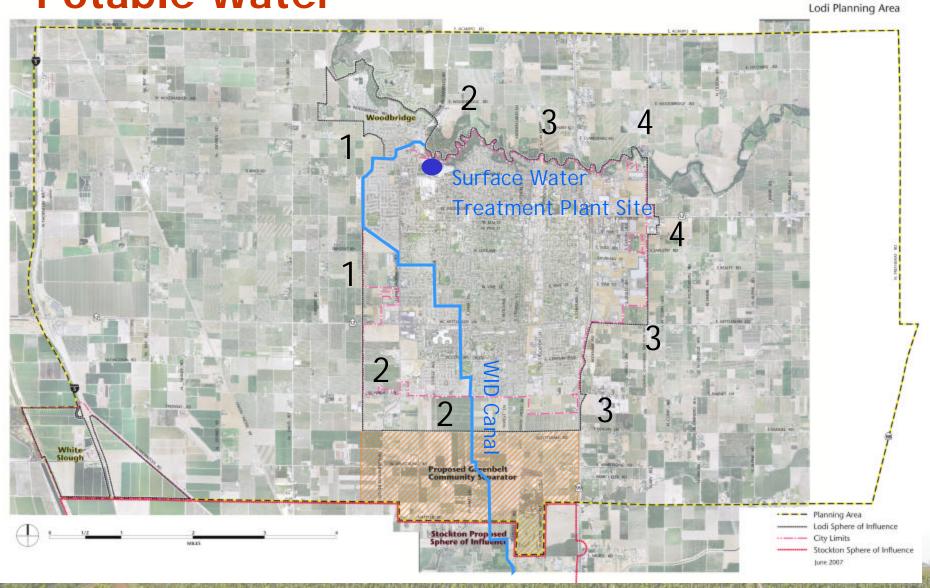
- Potable Water
- Sanitary Sewer Collection System
- White Slough Water Pollutin Control Facility
- Recycled and Non-Potable Water
- Stormwater

Potable Water



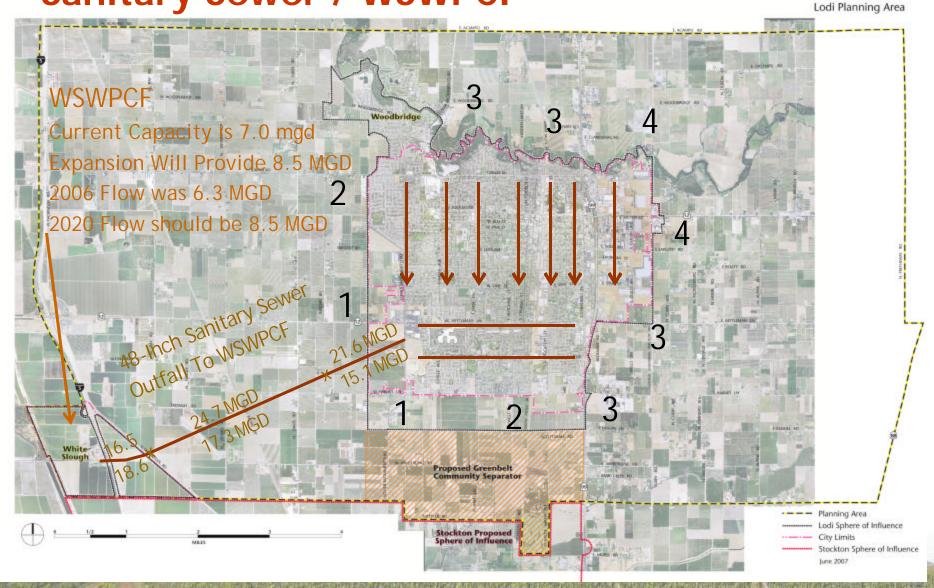
Potable Water

2 Potential Sequencing of Future Growth



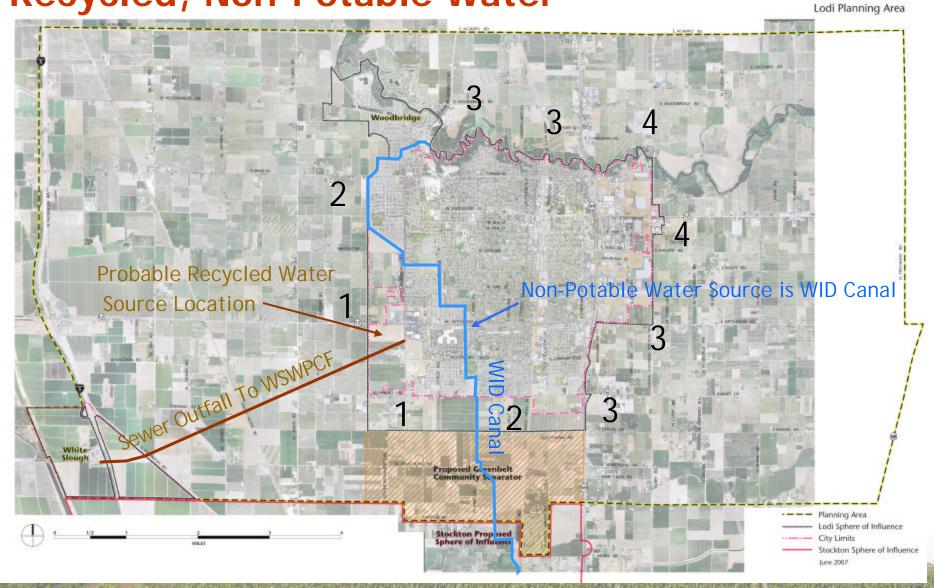
Sanitary Sewer / WSWPCF

2 Potential Sequencing of Future Growth

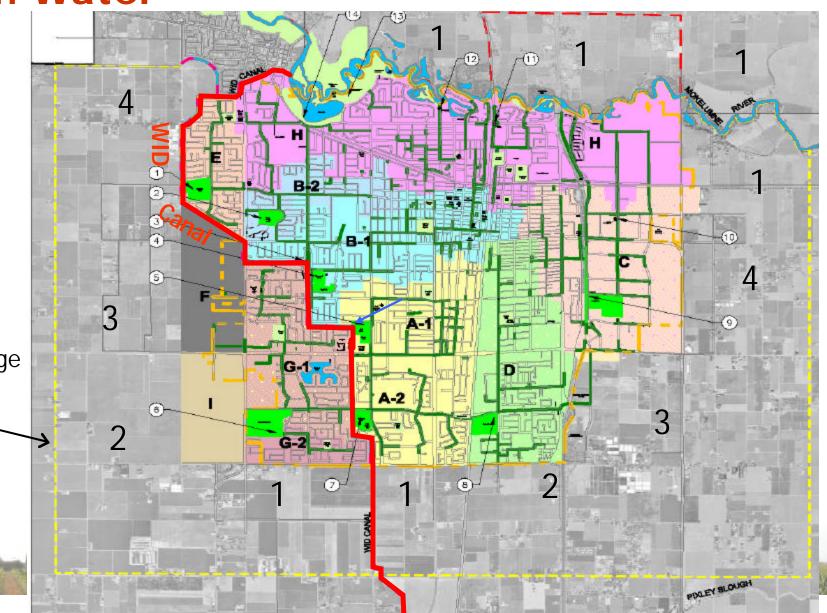


Recycled, Non-Potable Water

2 Potential Sequencing of Future Growth



Storm Water



WID Drainage Agreement Boundary —





Working Paper #2

Urban Design and Livability

October 2007

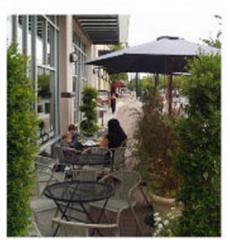
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Urban Design & Livability













good access

healthful

visible history

jobs

good schools

LIVABILITY

walkable

public space

comfortable

safe

green spaces affordable housing

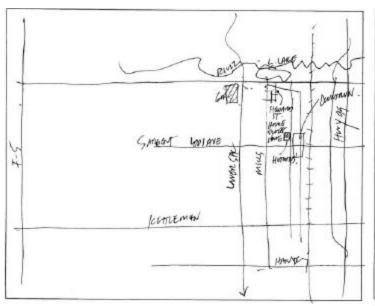
attractive streets bicycle access

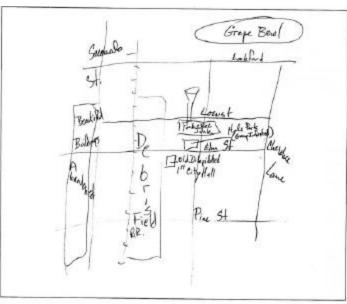
nature

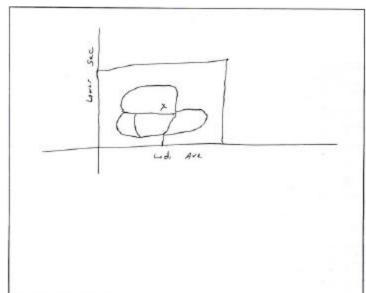
Measurable Attributes of the Urban Built Environment that May Contribute to Livability

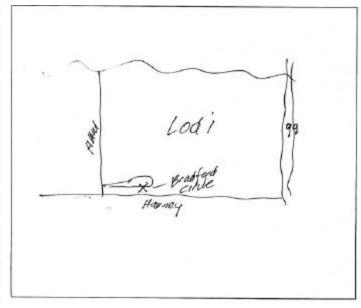
- Access
- Street and Path Systems
- Built Form
- Public Spaces
- Activity
- Natural Factors
- Views
- Noise
- Waste spaces/soft spaces
- Maintenance
- Safety, accidents, crimes

Resident Image Maps









Lodi Livability Survey

Most Agreement

- My neighborhood is a good place to go for a walk
- Lodi is a comfortable place to live

Least Agreement

- Lodi has enough green space
- My neighborhood has a mix of housing types

Issues of Highest Importance

- Attractiveness
- Safety
- Comfort

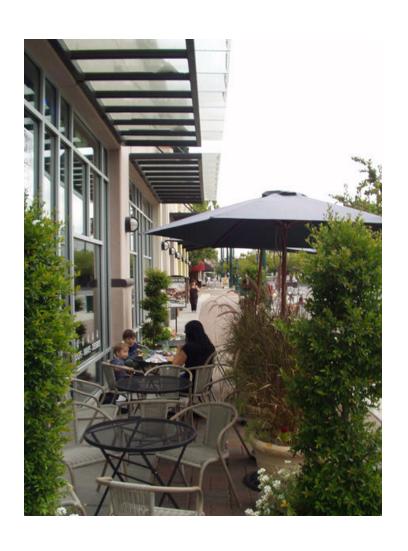
- Neighborhoods
- Walkability

Walkable Streets





Active Streets







Historic Resources



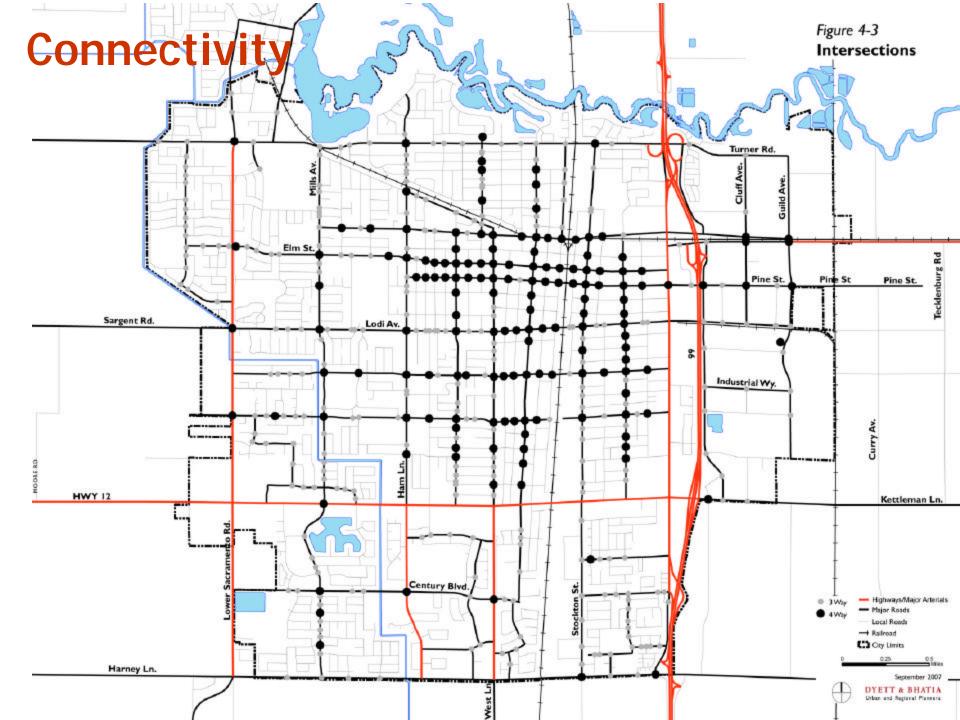






Evolution of American Street Patterns

	Gridiron (c. 1900)	Fragmented Parallel (c. 1950)	Warped Parallel (c. 1960)	Loops and Lollipops (c. 1970)	Lollipops on a Stick (c. 1980)
Street Patterns					洪恒
Intersections	**** **** **** **** ***	+ + + + + + + + + + + + + + + + + + +	144 X XXX 444 + + + + + + + + + + + + + + + + + +	+ + + + + + + + + + + + + + + + + + +	+ T L +T L
Lineal Feet of Streets	20,800	19,000	16,500	15,300	15,600
# of Blocks	28	19	14	12	8
# of Intersections	26	22	14	12	. 8
# of Access Points	19	10	7	6	4
# of Loops & Cul-de- Sacs	0	1	2	8	24



Design Criteria for the Walkable City

- Path Connectivity
- Linkage with Other Modes
- Fine Grained Land Use Patterns
- Safety
- Path Quality
- Path Context

Walkable Streets / Overscaled Streets

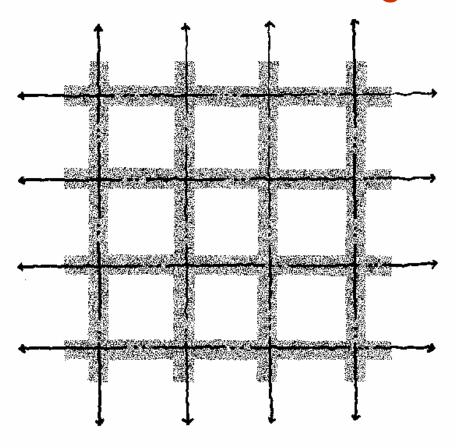








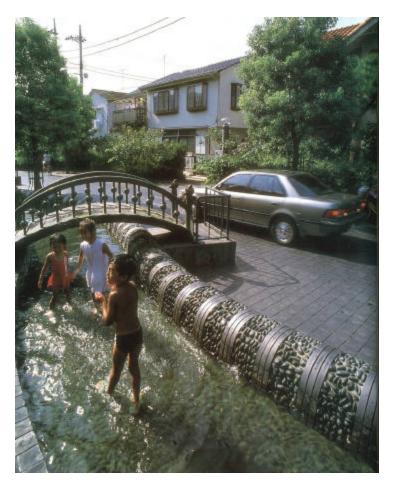
Traffic Calming



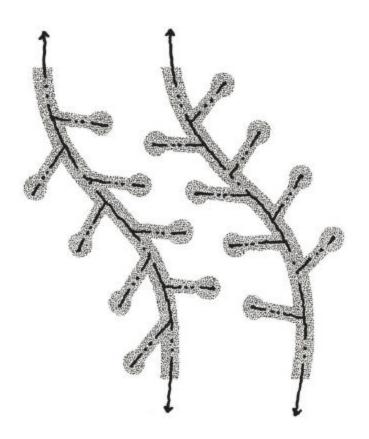
Traffic Calming

Traffic Calming

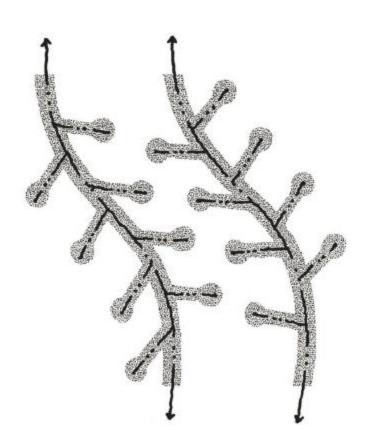


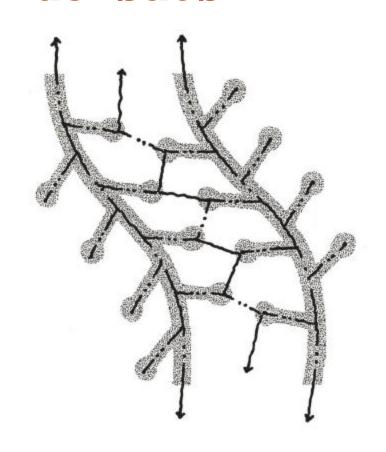


Connected Cul-de-sacs



Connected Cul-de-sacs





Access to Parks & **Schools**

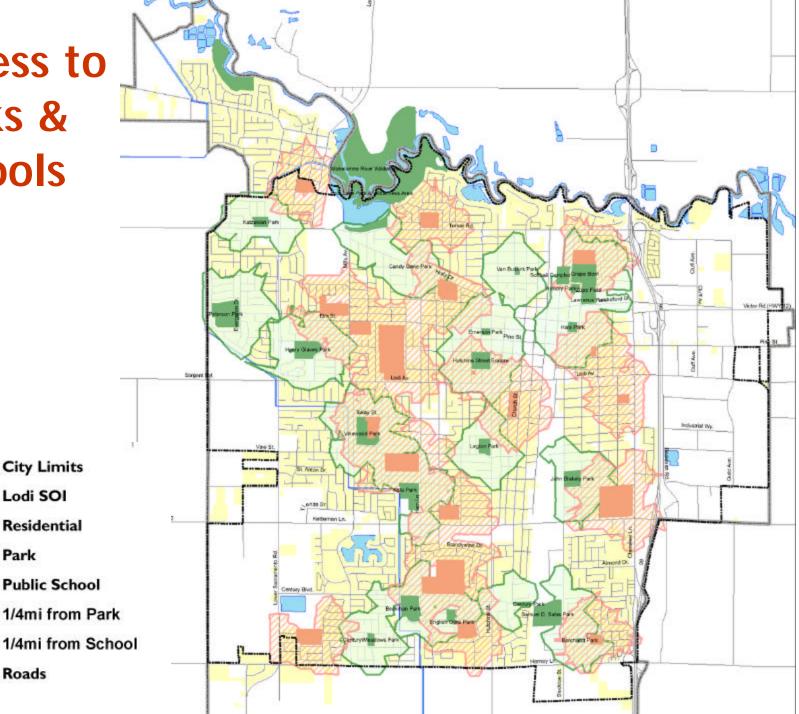
City Limits

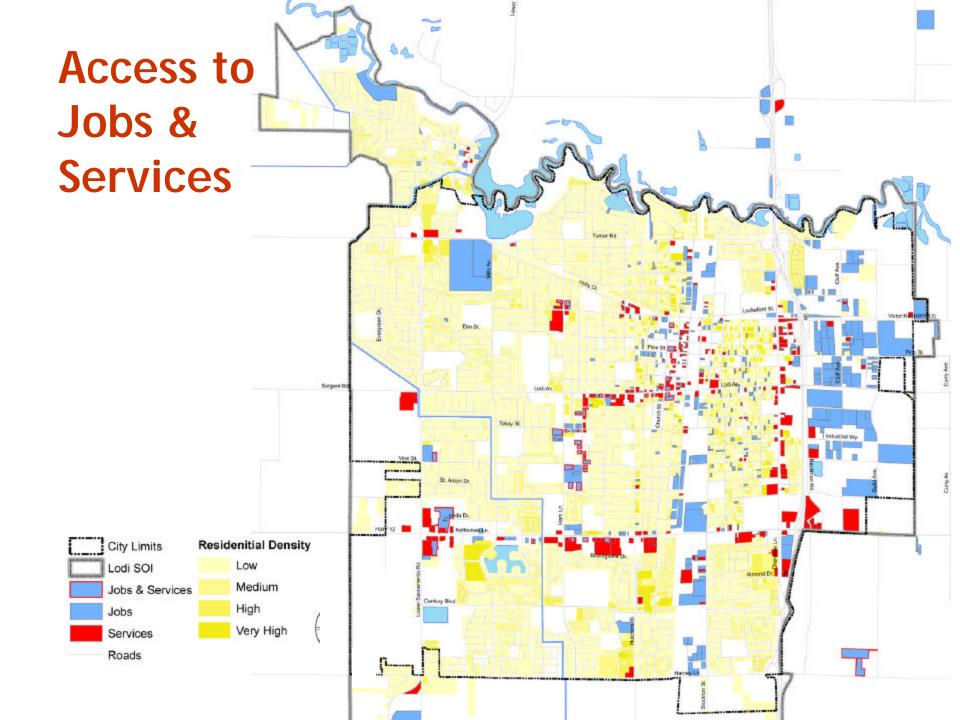
Lodi SOI

Park

Roads

Residential

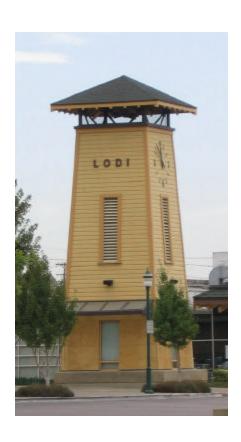




A Defined Green Edge



General Plan Policy Implications



- Create walkable streets: pedestrian scaled, green, safe.
- Provide pedestrian/bicycle connectivity, especially to important destinations and in districts that lack it.
- Create public spaces of varied character throughout the city.
- Encourage small scale neighborhood retail and service centers with walkable village character.
- Develop housing Downtown and on underutilized sites throughout the city in order to maintain Lodi's green perimeter.
- Maintain and enhance the distinctive character of neighborhoods through preservation and place-based design guidelines.



July 2007

Opportunities & Challenges Assessment

What it means for the General Plan

Land for Residential Use

- Demand for 8,100 14,400 new housing units
- Amount of land required will depend on density of development

Land for Nonresidential Use

- Need for 35 to 75 acres of new retail space
- Need for about 300 acres of land for other nonresidential uses

What's important to Lodi?

- Preserving community character and identity
- Sustaining economic vitality
- Maintaining agricultural base
- Growing the visitor industry
- Maintaining downtown
- Fiscal health: revenues sufficient to cover service costs

Key topics

- Retail sales
- Visitor industry
- Paying for municipal services and facilities
- Employment base
- Jobs/housing balance

Retail sales

- Critical source of revenue for fiscal health
- Grew between 1995 and 2005 (per capita, adjusted for inflation)
- Are we doing well enough?

Comparisons:

"√" means Lodi does better

Compared to:	Total	Stores	Autos
State		✓	✓
Stockton	✓	✓	✓
Fairfield			✓
Elk Grove	✓		
Tracy			
Other SJ Co. cities		✓	?
4 wine cities			
73 cities with pop. = 60K-100K	Bh Implant		

In stores alone, Lodi does better in:

Compared to:	County	State
Apparel		
General Merchandise	✓	✓
Food stores	✓	✓
Eating/Drinking	✓	(=)
Home Furnishings/Appliances	✓	
Building Materials/Farm Impl.		✓
Auto Dealers/Supplies	✓	✓
Service Stations		
Other Retail Stores (specialty)	to draw a state of the Malandall and	

- Lodi needs more people to attract a regional shopping center (will grow enough during the time of this General Plan)
- In future, Lodi could support more retail space (included in General Plan projection)
 (35 to 75 acres = 350,000 to 750,000 sq. ft.)
- Niche retailing targeted to specific subgroups
 could be an opportunity

- Regional shopping centers like freeway locations with lots of land
- Lodi will face retail competition from new north Stockton locations
- New locations will challenge downtown

- City can plan for retail by designating sites, but
 - Shopping center developers may prefer other locations
 - Can't control which specific tenants choose to occupy store spaces in Lodi

Visitor Industry

- Hotel tax is good for fiscal health
- Visitors help put Lodi on the map
- Visitors can support the wine industry, restaurants, and retailing in addition to hotels

- If Lodi could attract 25% as much visitor spending as the Napa Valley, it would total \$230 million/year and support 600 hotel rooms
- It's hard to support hotels (year-round business) on tourism alone (seasonal business)
- Existing accommodations in Lodi target a clientele different from the wine tourist
- Visitor industry workers probably can't afford Lodi housing

Lodi needs:

- Businesses that attract overnight visitors (to support hotels)
- More tourist attractions (to keep visitors here overnight)
 - Accommodations with more amenities
 - Destination resorts, golf courses
 - Hot air balloons
 - Recreational tournaments
 - River-related activities
 - Downtown ambience

Jobs/Housing Balance

- In 2000, Lodi had:
 - 1.04 jobs per household
 - 1.17 employed residents per household
 - 0.89 jobs per employed resident

Jobs/Housing Balance

In 2000,

- 45% of employed Lodi residents worked in Lodi
 22% worked in the Stockton area
 23% worked beyond San Joaquin and Sac'to counties
- 50% of Lodi workers lived in Lodi
 19% lived in the Stockton area
 21% lived beyond San Joaquin and Sac'to counties

Policy choices

- What types of new retail uses should we try to attract, and where should they be located? (important for city revenues)
- What types of industries should we try to attract, and where should they be located?

Considerations going forward

- Keeping the "Lodi" in Lodi: community character, growth rate/pattern
- Jobs that pay enough for people to live here
- Development that contributes enough revenues to pay for public services (future fiscal analysis)





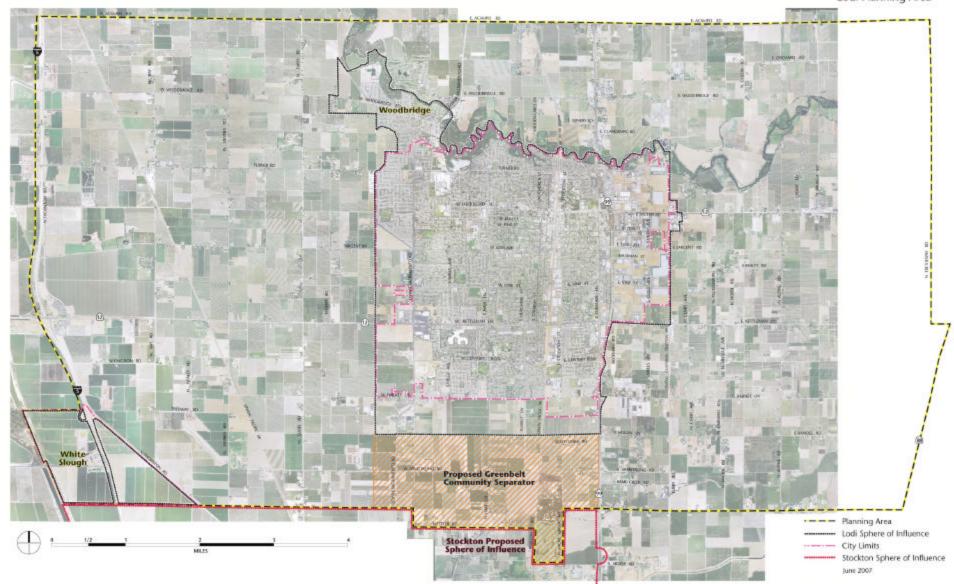
Working Paper #4

Greenbelt Conservation Strategies

Greenbelt:

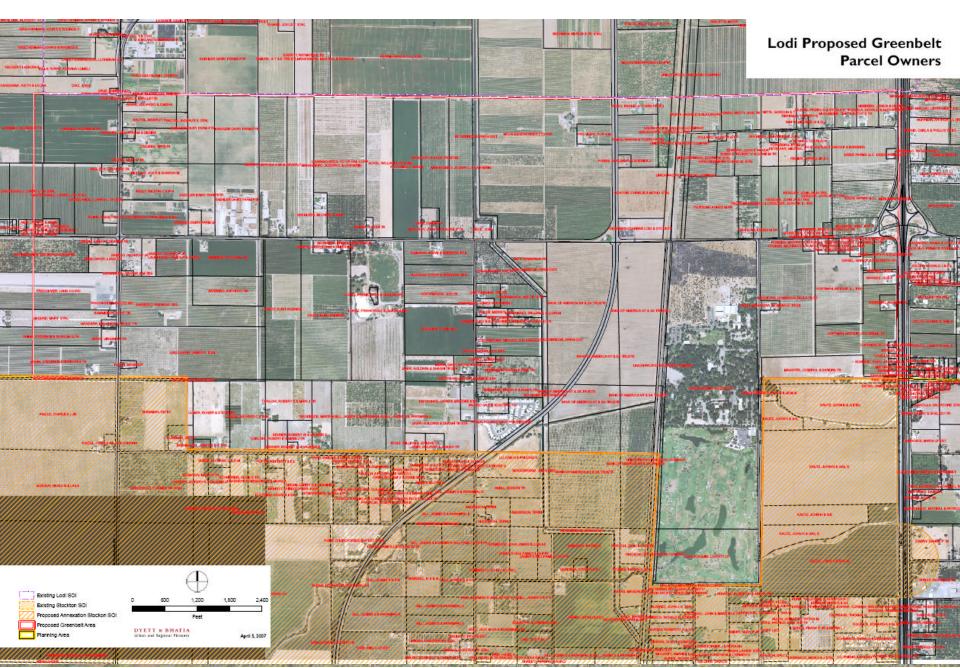
- Preserve agriculture
- Distinguish the physical area within which Lodi's community character should shape decisions on land use and development
- Demarcate the edge of that area to distinguish Lodi from its neighbors

Figure 1 Lodi Planning Area



Greenbelt Issues

- Keeping urban uses out
- Building consensus through involvement and equitable financial treatment
- Keeping land at rural-scale parcel sizes



Lodi General Plan Update

Creating the Greenbelt

- Cooperation of multiple local governments
- Funding sources targeted and secured
- Planning at detailed level

A Greenbelt in Lodi's Future?

- Community's vision: Lodi to remain a distinct community
- Supportive County policy:
 No urbanization of rural areas
- Growing interest in maintaining agriculture:
 Equitable plan will require both local and non-local support
- Vital Lodi inputs:
 Commitment and time



GENERAL PLAN UPDATE

Community Participation

City Council Planning
Commission Meeting

Community Participation

Phase 1:

- Community Survey
- Community Workshop
- Stakeholder Meetings

Still to come:

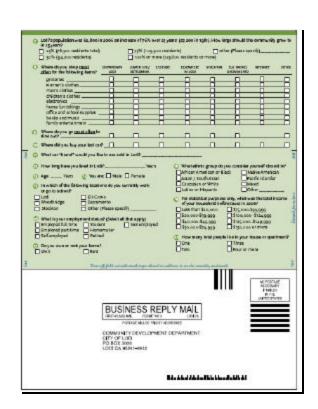
- Community Workshops
- Neighborhood Forums
- City Council and Planning Commission Meetings/Workshops
- Newsletters

Website http://www.lodi.gov/

Lodi General Plan Update **Community** Survey August 2007

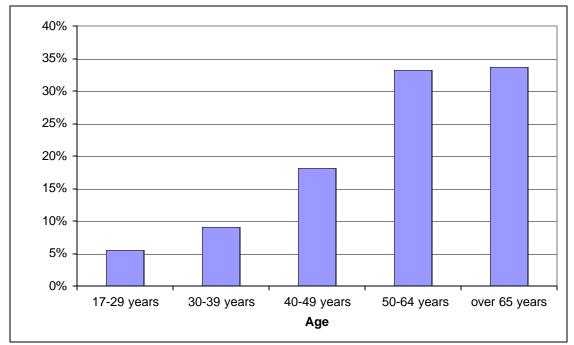
Community Survey

- Sent to all households in the City's 19,070-household database
- Postage pre-paid
- Received 877 completed surveys
 - 841 in English
 - 36 in Spanish

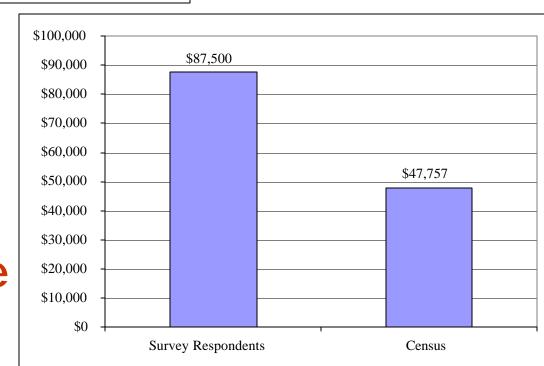


Demographic Representation and Other Potential Biases

- In general, the following groups were overrepresented among survey respondents:
 - Retirees and older adults
 - Homeowners
 - White residents
 - Residents with higher household incomes than the city population
- Self-selection bias

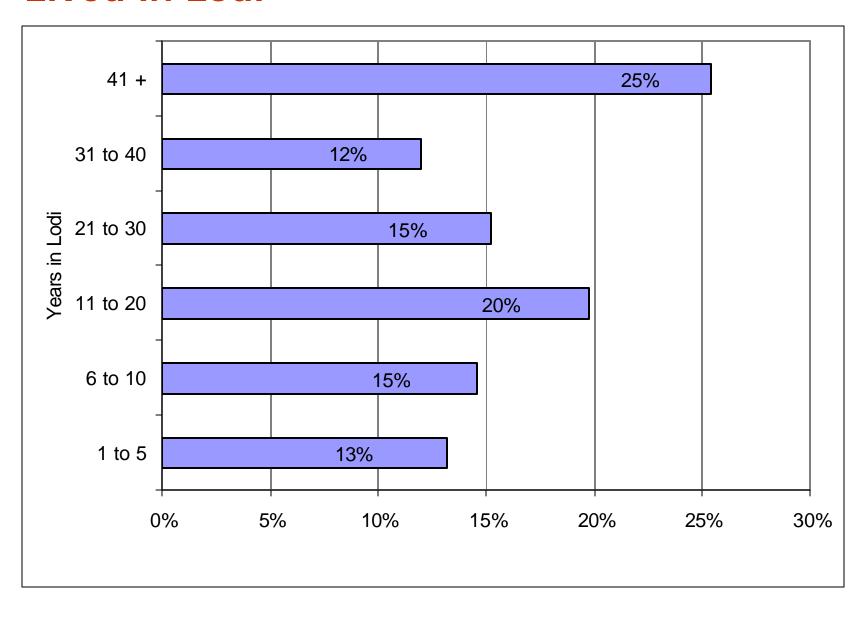


Age

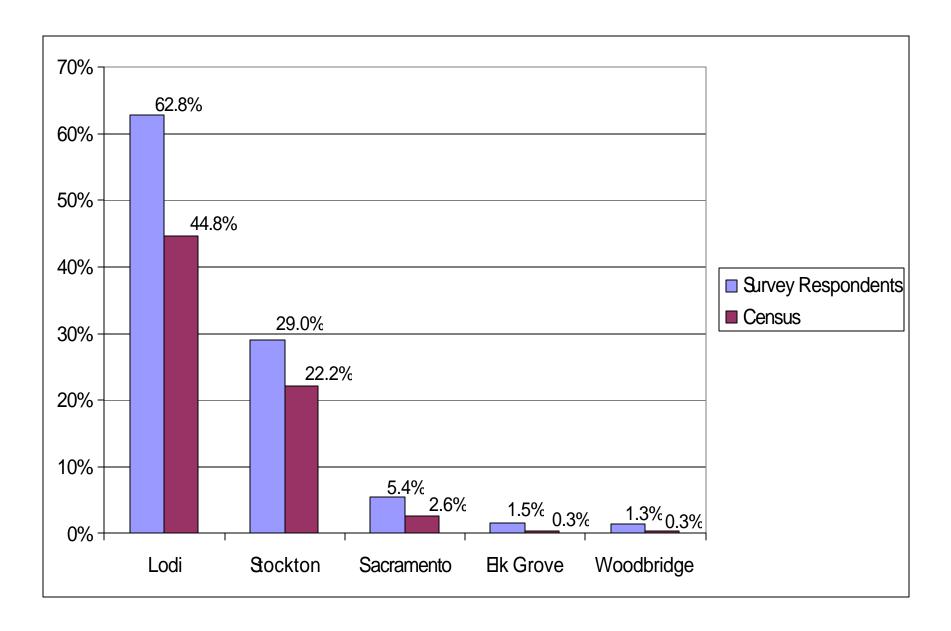


Household Income

Number of Years Survey Respondents Have Lived in Lodi



Work/School Location



Methodology

- All responses entered into a database and analyzed
- Demographic data compared with Census
- Cross-tabulations (results from subgroups) were run when there was less than 60% support
- Ranked questions were weighted

Question #1:What do you like most about living in Lodi?

- Over half said they most liked Lodi's "small-town feel"
- Others commented on the:
 - Strength of the Lodi community
 - Warmth of residents
 - Family-oriented nature of the city

Question #2: Looking ahead, what is the most important thing that should be done to improve Lodi?

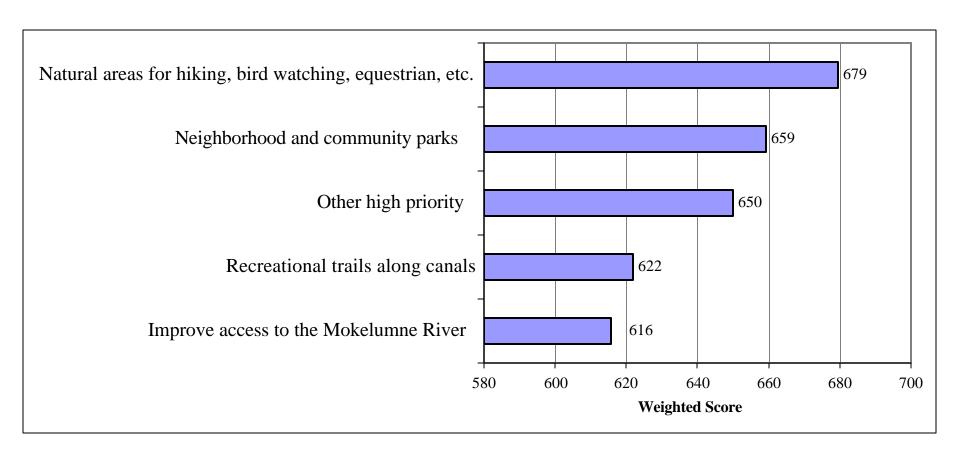
- Keep Lodi small
- Plan smartly for growth
- Create greenbelt/community separator
- Concern about rising criminal activity
- Pro and anti-Walmart sentiment

Question #3:

Planning for the future—the next 20 years Top Opportunities the City Should Pursue:

- 1. Maintain Lodi's small-town feel
- 2. Encourage visitors/tourists
- 3. Promote more entertainment opportunities
- 4. Encourage more retail and restaurants in downtown
- 5. Provide more pedestrian connections and build better sidewalks
- 12. Encourage more retail centers and

Question #4: Which types of new open-spaces, natural areas, and recreation facilities are needed in and around Lodi?

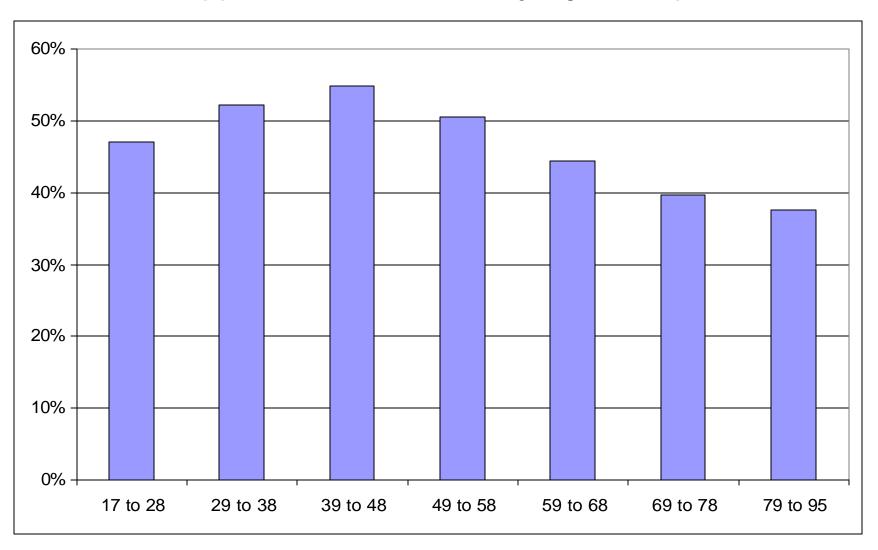


Question #5: Should there be an agriculture/open-space/community-separator around Lodi? If so, how should this be developed?

	W eighted Score
Land between Lodi and Stockton should be maintained as an agricultural or open-space community-separator via land use restrictions	141.25
Land around Lodi should be specifically maintained in agricultural use	137.83
The City should ensure that land around Lodi is maintained as agriculture, open space, or a community-separator by purchasing land	75.50
Would you support a parcel tax to pay for the acquisition of land around Lodi for an agricultural or open space community-separator?	-9.04

Question #5, continued...

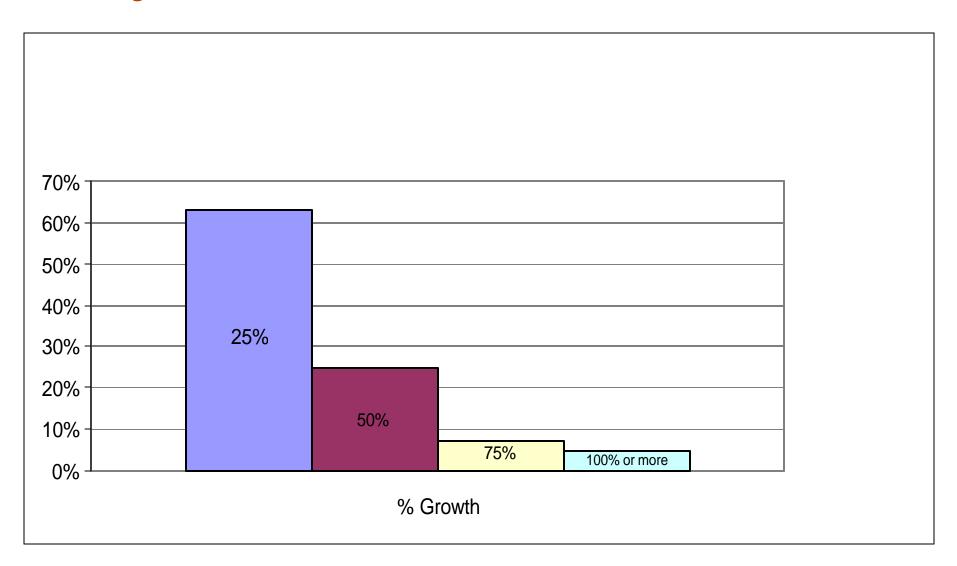
Support for Parcel Tax by Age Group



Question #6: For which types of programs and projects would you support increase in taxes or fees?

	W eighted Score
Police and fire protection	78.25
Maintaining parks and trails	59.33
Building and maintaining parks and recreation facilities	41.53
Library services	38.76
Expanding senior housing options	32.04
Extending public transit and bus services	3.86
Providing more affordable housing	-25.94

Question #7: How large should Lodi grow to in 25 years?



Question #8: Where do residents shop most often?

Downtown Lodi

- Family entertainment (51.3%)
- Home furnishings (22.3%)

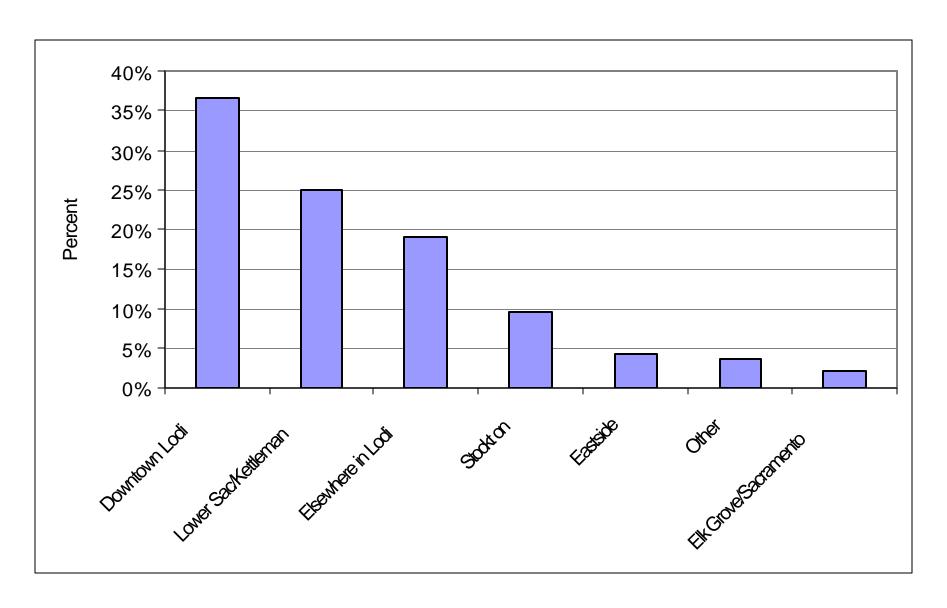
Lower Sacramento/Kettleman

- Office and school supplies (77.4%)
- Groceries (69.6%)

Stockton

- Electronics (44.0%)
- Books and music (39.3%)
- Home furnishings (29.8%)
- Women's and men's clothing (29.3%, 28.7%)

Question #9: Where do residents dine out most often?



Summary and Take-away:

Lodi residents want:

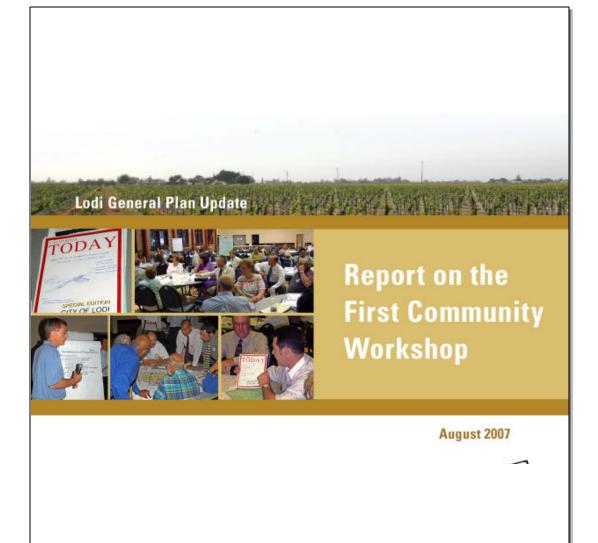
- Planned, compact growth
- Continued downtown revitalization
- Agricultural land/open-space protection
- Preservation of the city's small-town feel



Summary and Take-Away continued...

Furthermore, Lodi residents:

- Support the development of a greenbelt, although they are unwilling to pay a parcel tax
- See a need for new natural areas for hiking and other activities, parks, and recreational trails
- Most favor future expenditures on:
 - Police and fire protection
 - Park and trail maintenance
 - New park and recreation facilities



Community Workshop

- June 13, 2007 (Wed) at Hutchins Street Square
- Attended by 40 community members

- ► Lodi 2025 Visioning
- > Issues Dialogue



Visions

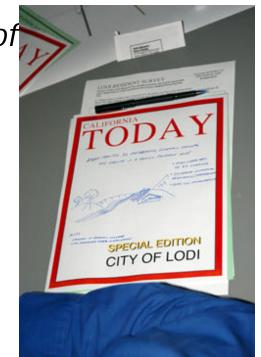
- Community Character and Livability
 - Small-town character, walkable, schools, low-crime, family-friendly:
 - "Still lovable and livable"
 - "No sprawl; well planned use of land"

Tourist Destination

- Center of wine-related tourism
- Sports facilities, historical neighborhoods

Other Themes:

- Sustainable Development
- Economic Development
- Recreation



Planning Issues

- Citywide Land Use and Development
 - Maintain agriculture and open space.
 Compact Growth
 - Develop new park and rec. facilities
 - Community character:
 - Preserving character
 - New mixed-use development
 - Growth and development:
 - Need to limit growth?
 - Infill
 - Affordable housing and diversity

Planning Issues

- Downtown and Neighborhood Development
 - Housing downtown
 - Mixed-use (retail/housing) development
 - More retail/department stores, hotels downtown
- Sustainability and Open Space
 - Ag. preservation
 - Energy conservation
 - More parkland, trails



Planning Issues

Eastside Revitalization

- Clean up
- Community amenities
- Main Street revitalization

Transportation

- Expand transit (rail)
- Improve bus system
- Widen streets; bicycle lanes
- Street grid







Stakeholder Interviews

CITY OF LODI Revised September 2007

Stakeholder Meetings

- One-on-one or small group meetings with 59 stakeholders representing 30 groups or agencies
- Additional meetings with City Council and Planning Commission

Major Issues

Growth and Character

- Preserving small-town feeling, scale, and neighborhood livability
- Maintain:
 - Compact form
 - Walkable neighborhoods
 - Good connections to commercial and recreational nodes

Agriculture and Greenbelt/ Community Separator

- Support for agriculture and keeping Lodi and Stockton visually separate
- Greenbelt a hot-button issue: Support from residents, but strong opposition from property owners
- Need for cooperation between various jurisdictions

Wine Industry and Tourism

- Support for making Lodi a destination
- More hotels. At least another boutique-downtown or near Hutchins Street Square
- More restaurants, wine-tasting downtown
- Network of trails and bikeways linking wineries, Lodi Lake, and downtown

Continued Downtown Development

- More stores and amenities
- Wider array of uses—housing (including senior housing), offices, hotels
- Lack of available larger sites seen as impediment by developers

Economic Development

 Capture sales tax. Costco, Trader Joe's, department store

Housing

- Lack of workforce housing—nurses, teachers, young families
- Lack of affordable senior housing. Peripheral locations, away from services

Parks, Recreation, and Open Space

- Difference of opinion on larger vs. smaller parks
- Dependence on basin parks
- Changing demographics—cricket field, etc.
- Grape Bowl redevelopment

Other Issues

- Transportation: Bikeways, more frequent transit
- Infrastructure: Quality; keep pace with development
- Better urban design, streetscape improvements, walkability, having grid street pattern in new subdivisions
- Historical resources and preservation

Questions and Comments?



DISCUSSION

- 1. Where to grow? (North, south, east, west, infill)
- 2. How much to grow? Land use mix/balance. Specific uses to emphasize—economic development
- 3. Downtown—future uses, densities
- 4. Character of development (density, design, parks and open space)
- 5. Greenbelt possibilities/ideas
- Transportation improvements and connections